Abstraction

Telecommunication is absolute mean that must be there a society. This is made by so many telecommunication supplier service appier that competence each other to be marketing winner. So, when we manage our strategy and implementation time schedule should consider some factors that influential success mission that has decided.

In this last research is in service and marketing sector of PT Telkom East Java no integrator power in doing this program is the matter in getting this mission, so there is much overlapping an agreed program planning which is reconciled with the present condition by determining program priority sistematically by the expert decision breaker in their program responsibility can make it better. So, it can give the down instrument to understand each job program completely.

In solving this problem, Analytical Hierarchy Process (AHP) is used. AHP is decision making method for complex problems and it is not structure by solving problem to some part and arrange it in hierarchy.

In formed hierarchy, got a result that satisfaction increasing of the customer has the best quality among other formation hierarchy component. So, for the continuing improvement needs a system which can increase customer satisfaction. Because the hierarchy arrangements is not absolute or permanent, the formation components must be reconciled with the condition in different time.

Keywords: Analytical Hierarchy Process, Decision Making.